

SHORT ELEVATOR PITCH

Frank & Lennys is an at-home beauty service team here to solve your any beauty need from eyelashes, nails, to eyebrows and more within the comfort of your own home and guests.

LONG ELEVATOR PITCH

Frank and Lennys provides salon quality beauty services within the comfort of your own home or our small studio. We provide a variety of services including lash lift and tint, gel nail manicures, acrylic nails, eyebrow tinting and waxing, and spray tanning. We take an in-demand approach to what services and specialties while keeping our prices far below salon standard. We believe that feeling beauty shouldn't take a chunk out of your wallet. Frank and Lenny's aims to create a relationship with each and every one of our clients so that we can better preform an individualized service.

PERSONAS

Julia the MSU college undergrad – Julia is a female junior at MSU. She has a fairly large group of friends and loves going out. She is in a sorority and works at a bar downtown. Julia is busy, but always wants to look her best for any chance she gets to go out. She loves getting to do anything with her close friends and roommates and wants to be the first person to try something in the group.

Monica the stay at home work from home mom – Monica is a female 32 years old that has two kids and works from home. Monica has an extremely busy life but loves to make time with her big friend group from college whenever she gets the chance. Monica has a very active social media presence and loves to find and buy new things on Instagram.

COMPETITIVE WEBSITES

<https://www.bowiesalonandspa.com/>

<https://labmuffin.com/>

<https://www.drybar.com/>